



FEMA

KnoWhat2Do

A Regional Public Education Program

Tarrant County, TX – When it comes to disaster preparedness, residents in North Central Texas have access to a wealth of information. As a result, citizens in North Central Texas will “KnoWhat2Do” in the event of a wide-scale disaster or crisis situation.

“KnoWhat2Do” is a public education and outreach campaign, which is presently in Phase II of development.

Phase I of the project includes a variety of resources that educate the public on how to think, prepare and act in case of an emergency.

The “KnoWhat2Do” disaster preparedness program was developed through the collaboration of local governments in the North Central Texas area. It arms citizens with the knowledge and skills needed to effectively manage nearly every possible disaster or crisis situation common to North Central Texas, including severe weather and exposure to hazardous materials. Evacuation procedures are also addressed.

Each jurisdiction allocated money from their individual UASI awards.

“The main reason we pooled our funds was because we found out that we were competing against ourselves,” added Juan Ortiz, Emergency Management Coordinator. “We decided to join forces and maximize our dollars.”

Wilhelm explained the program more in depth. “The three-part program begins with think, which provides detailed information on severe thunderstorms and lightning, tornados, flooding and flash floods, terrorism, extreme heat, drought and wildfire, hail, storm spotting, storm watching and warnings, and chemical hazards,” she said.

“Next is prepare, which provides ideas for creating a personal safety plan that includes a home emergency supply kit, a vehicle emergency kit, a communications plan with emergency contact telephone numbers, care plan for individuals with special needs, and planning for pets and livestock welfare,” she continued.

“The final part is act, which advocates taking personal responsibility in developing a household preparedness plan and emergency supply kit, staying alert to severe weather and being knowledgeable about hazards. It also encourages becoming involved in volunteer services such as disaster relief groups, community safety organizations, fire departments, emergency medical services, and first responders. Those efforts include training in emergency preparedness, response capabilities, fire suppression, first aid, cardiopulmonary resuscitation (CPR), and search and rescue procedures,” finished Wilhelm.

In Phase II of the program, sections of the preparedness guide will be expanded to better serve the public. It will also have an advertising component which will include outdoor billboards, radio, and television commercials.



Multiple Counties,
Texas



Quick Facts

Sector:

Public/Private Partnership

Cost:

Amount Not Available

Primary Activity/Project:

Education/Outreach/Public Awareness

Primary Funding:

Other FEMA funds/ US Department of Homeland Security